

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div></div>	Explore AS, differentiate						
	<div><div><div><div></div></div><div><ul style="list-style-type: none"><li>Users of age between 18 and 65</li><li>People willing to donate plasma</li><li>Individuals in need of plasma</li></ul></div></div></div>	<div><div><div><div></div></div><div><ul style="list-style-type: none"><li>Network connectivity</li><li>Shortage of plasma</li><li>Only registered users can donate and get information related to plasma</li></ul></div></div></div>	<div><div><div><div></div></div><div><ul style="list-style-type: none"><li>They can send their queries through email - Late response</li><li>Plasma availability - Not up-to-date</li></ul></div></div></div>							
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div></div>	Focus on J&P, tap into BE, understand RC						
	<div><div><div><div></div></div><div><ul style="list-style-type: none"><li>The customer will be able to get the donor details and availability upon immediate request without any delays - CHATBOTS</li><li>The statistics should be updated often.</li><li>Create awareness of the Do's and Dont's, before and after plasma donation</li></ul></div></div></div>	<div><div><div><div></div></div><div><ul style="list-style-type: none"><li>Technological growth has not been implemented in these web applications.</li><li>Due to the pandemic, plasma donation has been reduced, therefore the downfall.</li></ul></div></div></div>	<div><div><div><div></div></div><div><ul style="list-style-type: none"><li>The camps which will be conducted will help the users to clarify the doubts</li><li>If the donor is not sure of the consequences they can consult the doctors in the nearby hospitals which will be suggested in the website</li></ul></div></div></div>							
Define CS, fit into CL	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels &amp; Emotions for marketing and communication.</div></div>	<div><div>8.1 ONLINE CHANNELS<div>CH</div></div><div>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</div></div>	Explore AS, differentiate						
	<div><div><div><div></div></div><div><div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><table><tr><td>Emotions Before</td><td>Emotions After</td></tr><tr><td>No clarity about the availability of donors for the required blood type.</td><td>The user will be able to get the required details of the donor for particular blood type.</td></tr><tr><td>Not sure about the health issues of the donor</td><td>The customer will be able to know the medical condition of the donor , whether the donor is healthy or not?</td></tr><tr><td>Not able to find nearest donors available</td><td>Helps in finding the nearest donor</td></tr></table></div></div></div></div>	Emotions Before	Emotions After		No clarity about the availability of donors for the required blood type.	The user will be able to get the required details of the donor for particular blood type.	Not sure about the health issues of the donor	The customer will be able to know the medical condition of the donor , whether the donor is healthy or not?	Not able to find nearest donors available	Helps in finding the nearest donor
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